

# *Prosperity in the Digital Age: Southwest Michigan's Broadband Future*

## Findings and Recommendations Community Broadband Assessment



Benton Harbor, Michigan  
May 22, 2014

Dan Manning  
Connect Michigan





# *Broadband in Southwest Michigan*

## *Agenda*

- Introductions
- The “Connected Community” program
- Broadband Profile of the SW Michigan Region
- Broadband Assessment by County
- Building a Technology Action Plan
- Next Steps



# *Broadband is fundamental to improved quality of life today*

- ✓ Attract New Businesses and Residents
- ✓ Improve Personal and Business Productivity
- ✓ Improve Local Economy through e-Commerce
- ✓ Grow Valuable Skills of Citizenship
- ✓ Enable Job Growth through Teleworking
- ✓ Improve Access to Resources and Information
- ✓ Establish a 21<sup>st</sup> Century Civic Infrastructure





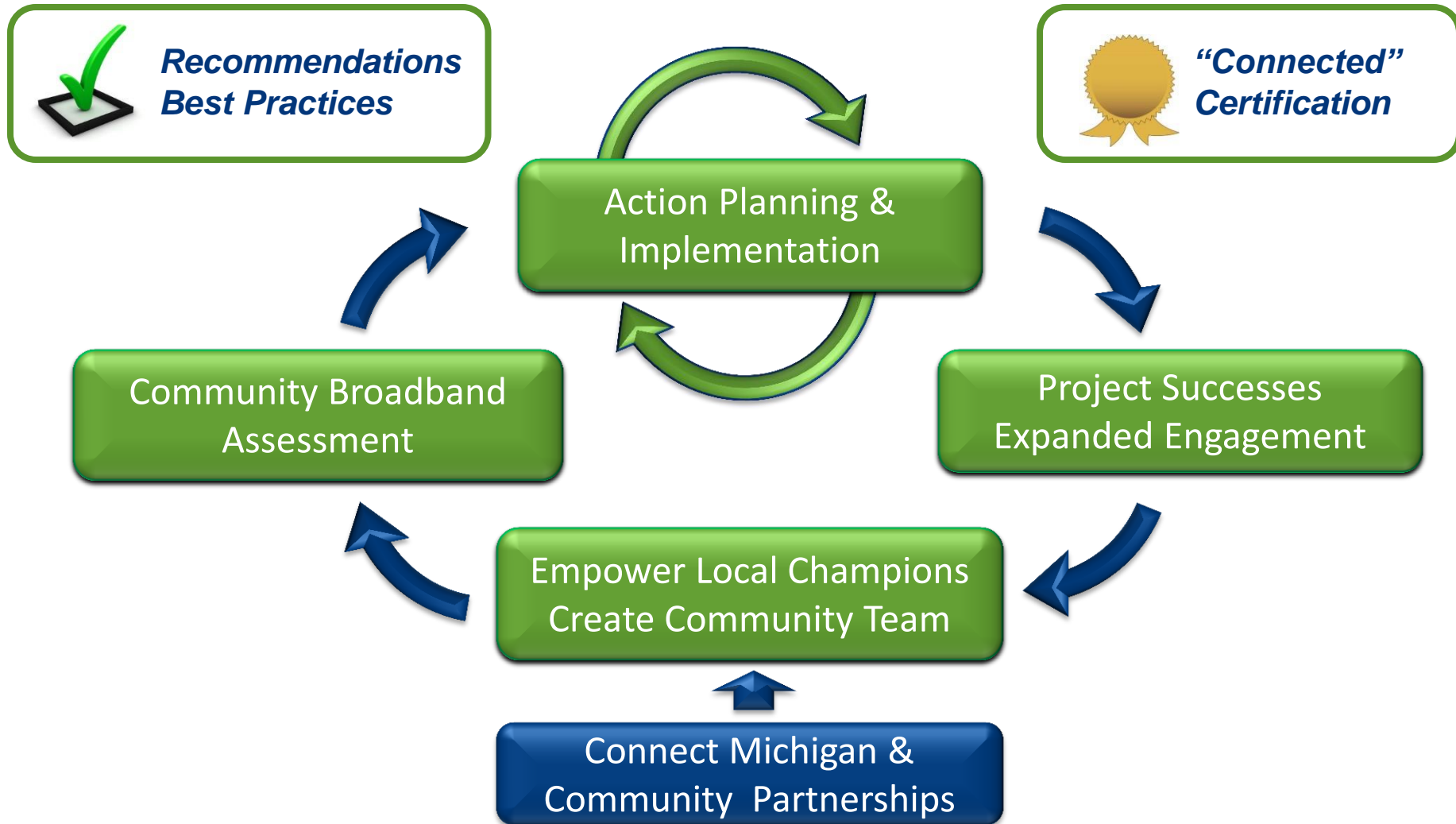
# About Connect Michigan

*Connect Michigan is a non-profit organization, in partnership with the Michigan Public Service Commission, tasked with **facilitating** the expansion of broadband access, adoption, and use throughout the state.*

- Backed by Connected Nation
- In-State Staff
  - State Program Manager
  - Community Technology Advisors
- Three major programs
  - Mapping
  - Research
  - Community Planning and Outreach



# Connect Michigan's "Connected Community" Process





# *Our Assessment and Planning Approach Covers All Aspects of Broadband*



## **Access**

*Assess and improve the existing **broadband infrastructure** for residents and businesses by working with internet service providers, key decision makers and local beneficiaries.*



## **Adoption**

*Assess and increase broadband adoption by local residents/businesses by **reducing barriers & increasing awareness** of broadband's value to their quality of life.*



## **Use**

*Assess and expand the **use of broadband capabilities and applications (websites)** for the greatest benefit to residents, businesses and the overall community.*



# Broadband Access

## 3 Mbps Availability – Berrien County

### Broadband Service Inventory

Advertised Speeds of at Least 3 Mbps Downstream and 768 Kbps Upstream

Berrien County  
Michigan

Updated April 3, 2014  
BETA Version

Submit questions or recommended changes to: [map@connectmichigan.org](mailto:map@connectmichigan.org)



This map is not a guarantee of coverage, certain areas within a service, and possibly providers where outside coverage is available. Equipment, topography and environment affect service.

As required by the US Department of Commerce's State Broadband Initiative, if broadband service is available to at least one household in a census block, then the mapping purposes, that census block is expected to have some level of broadband availability. As such, broadband availability at an exact address location cannot be guaranteed. Providers supplying more specific data than census block are displayed as such.

This map represents areas of broadband service availability determined by ongoing, ongoing technical analysis of provider networks and recommendations for the impact of external factors on service quality. Detailed broadband services may also be available.

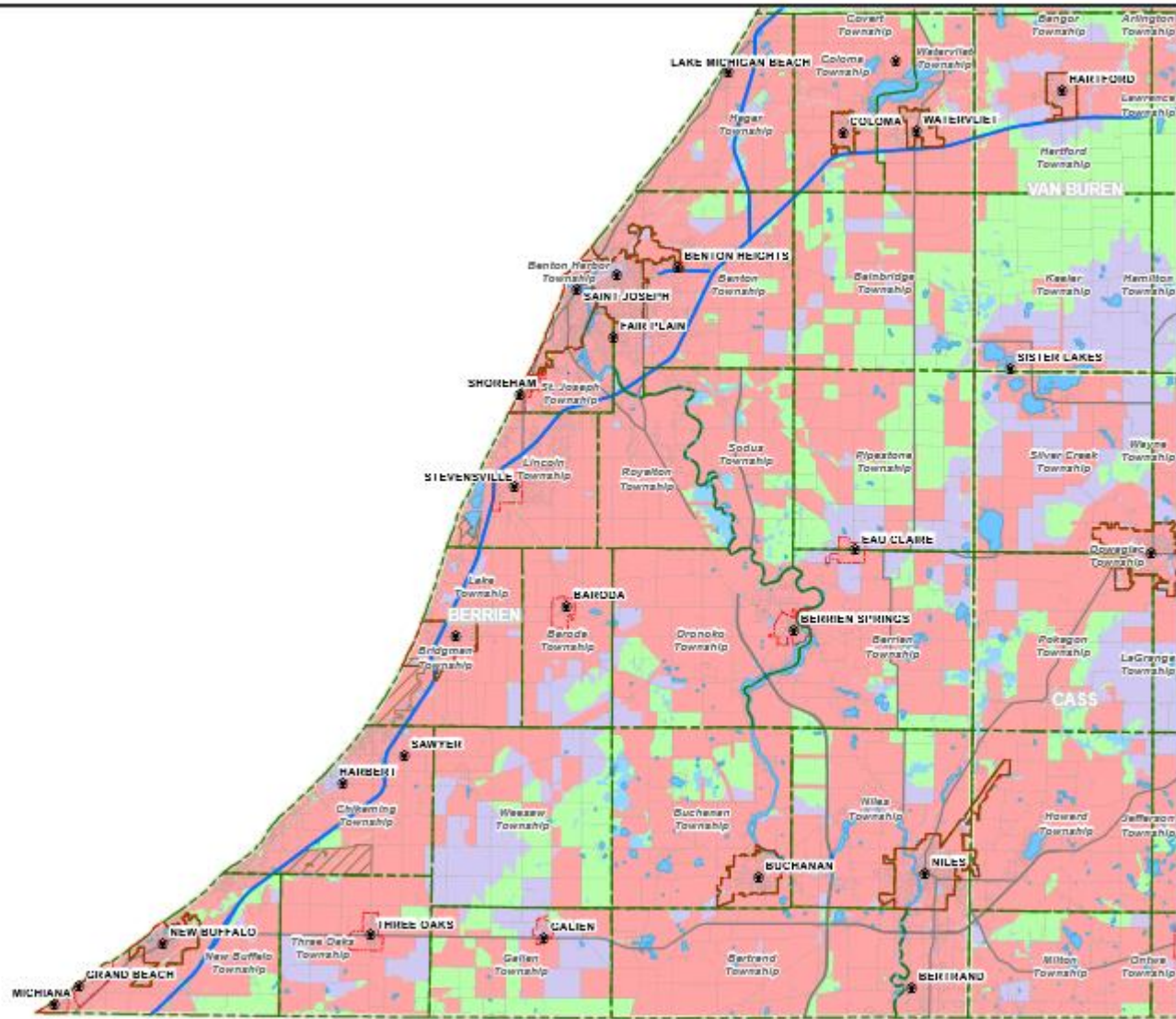
Map users are encouraged to participate in improving broadband data accuracy through data validation and field testing efforts. Learn more about this and other broadband mapping data at [www.connectmichigan.org](http://www.connectmichigan.org)



#### Symbology

-  City
-  Interstate
-  US Road
-  Local Road
-  Municipal Boundary
-  Township Boundary
-  County Boundary
-  National and State Lands
-  Water
-  Fiber Broadband Available
-  Cable Broadband Available
-  DSL Broadband Available
-  Fixed Wireless Broadband Available
-  Mobile Wireless Broadband Available\*
-  Unserved Areas

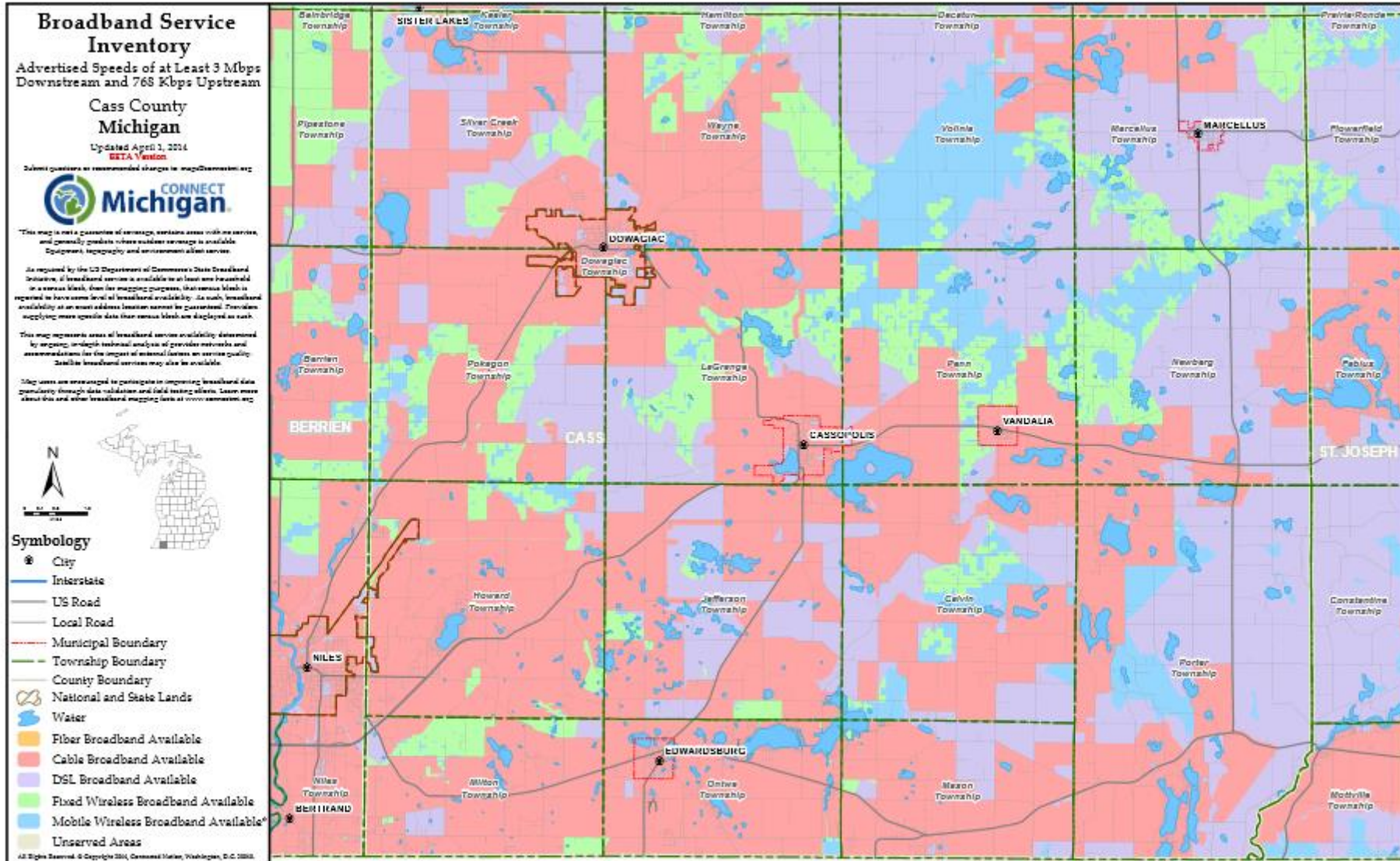
All Rights Reserved. © Copyright 2014, Connected Matter, Washington, D.C. 20005.





# Broadband Access

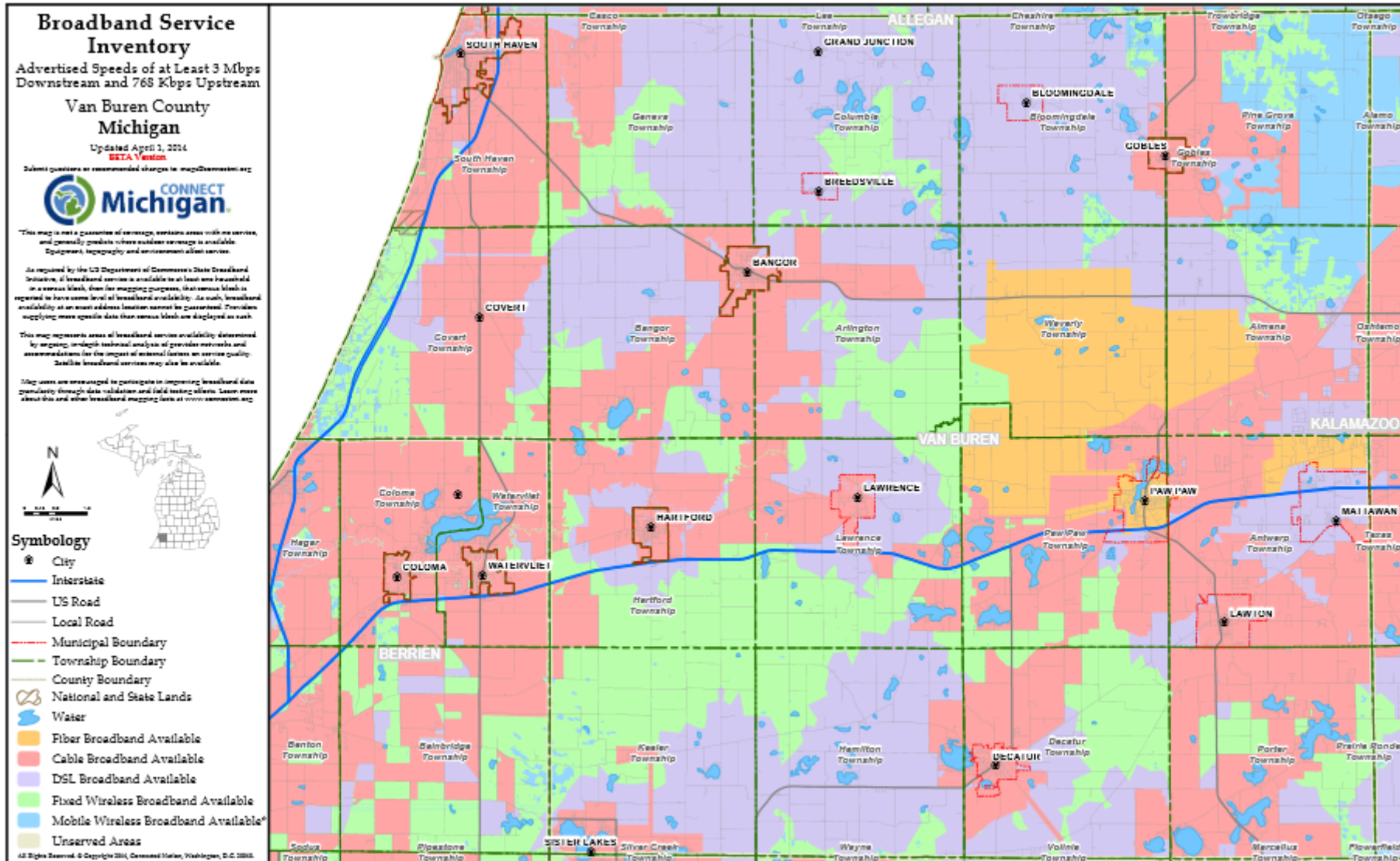
## 3 Mbps Availability – Cass County





# Broadband Access

## 3 Mbps Availability – Van Buren County





# ***Current Broadband Service Providers Southwest Michigan Region***

## **Cable Providers**

Charter  
Comcast  
Hi-Tech SMR  
Sister Lakes Cable

## **DSL Providers**

ACD.net  
AT&T  
Bloomingdale  
Frontier  
I-2000  
Iserv  
Message Express (MEI)  
Windstream

## **Fixed Wireless Providers**

CSInet  
Fourway  
FreedomNet  
I-2000 Wireless  
Message Express (MEI)  
Michiana Supernet (SMR)  
West Michigan Wireless

## **Mobile Providers**

AT&T  
Cricket  
MetroPCS  
Sprint  
T-mobile  
Verizon

## **Other Provider**

Midwest Energy

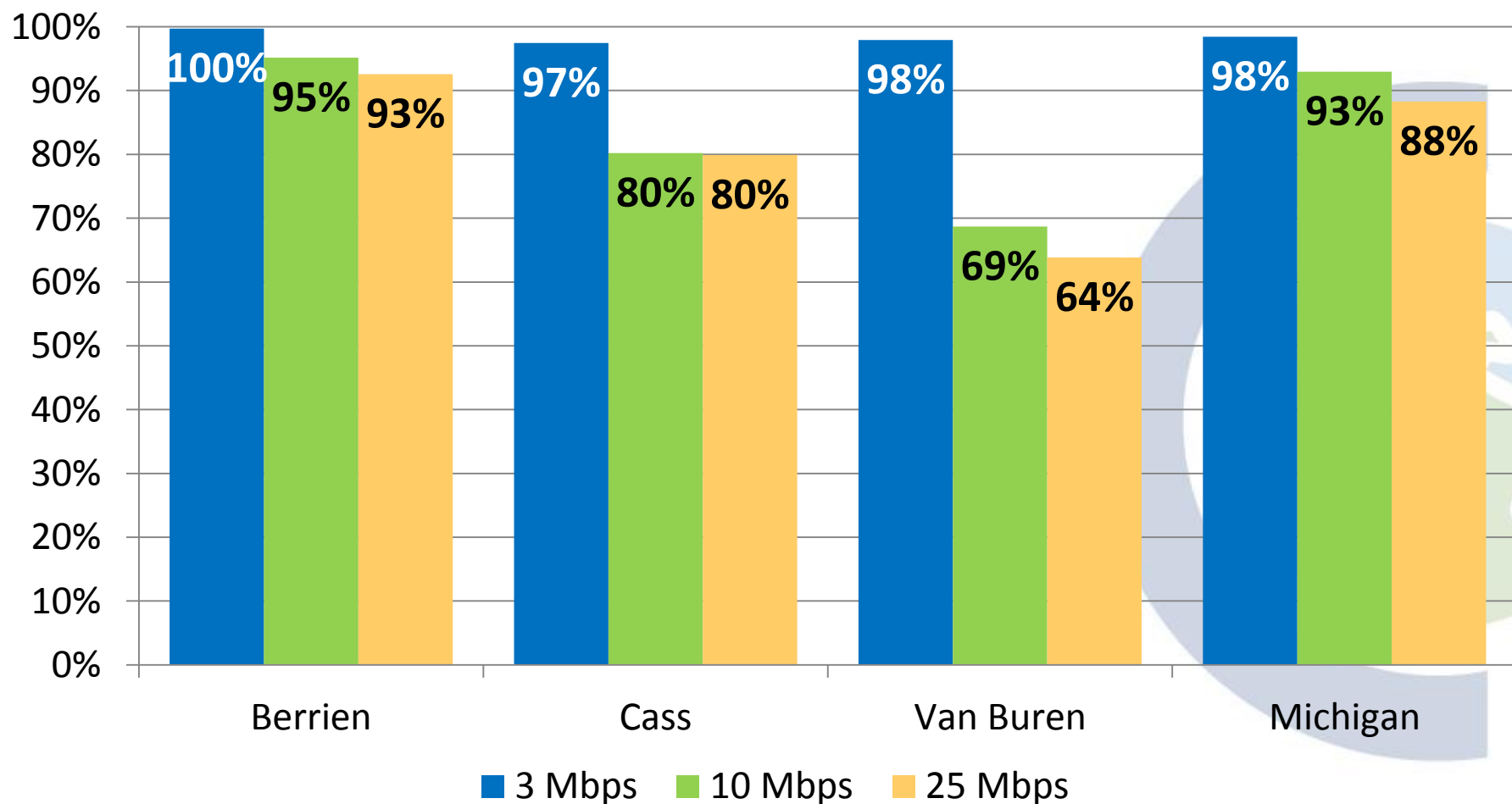
## **Satellite Providers**

HughesNet  
Skycasters  
Starband  
ViaSat



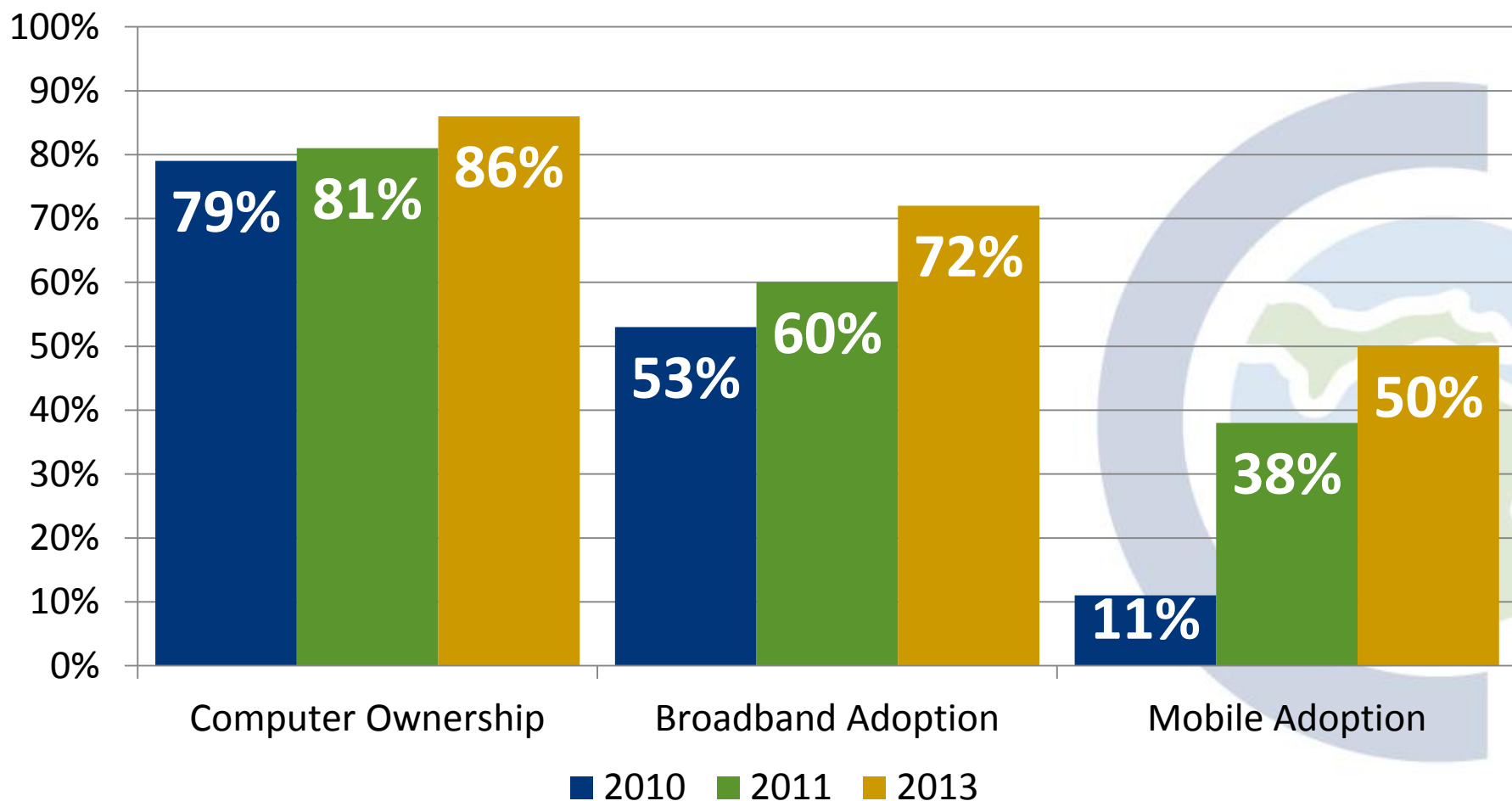
# *Available Broadband Speeds by County*

## *Percent of Households – April 2014*



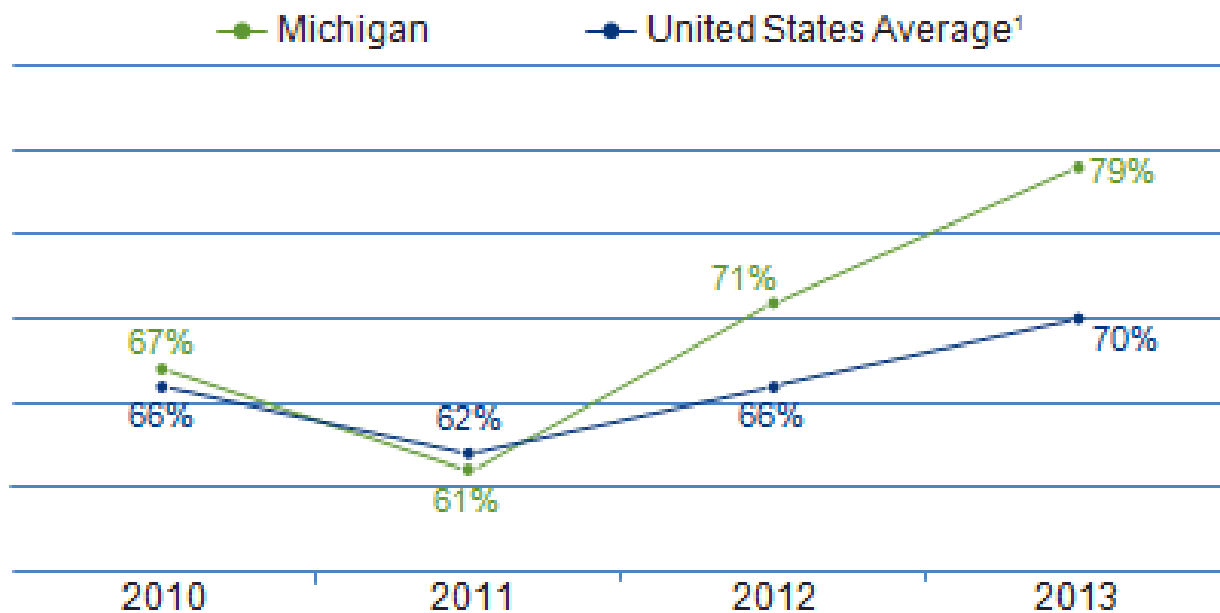
# *Southwest Michigan Region*

## *Residential Adoption Rates – April 2014*

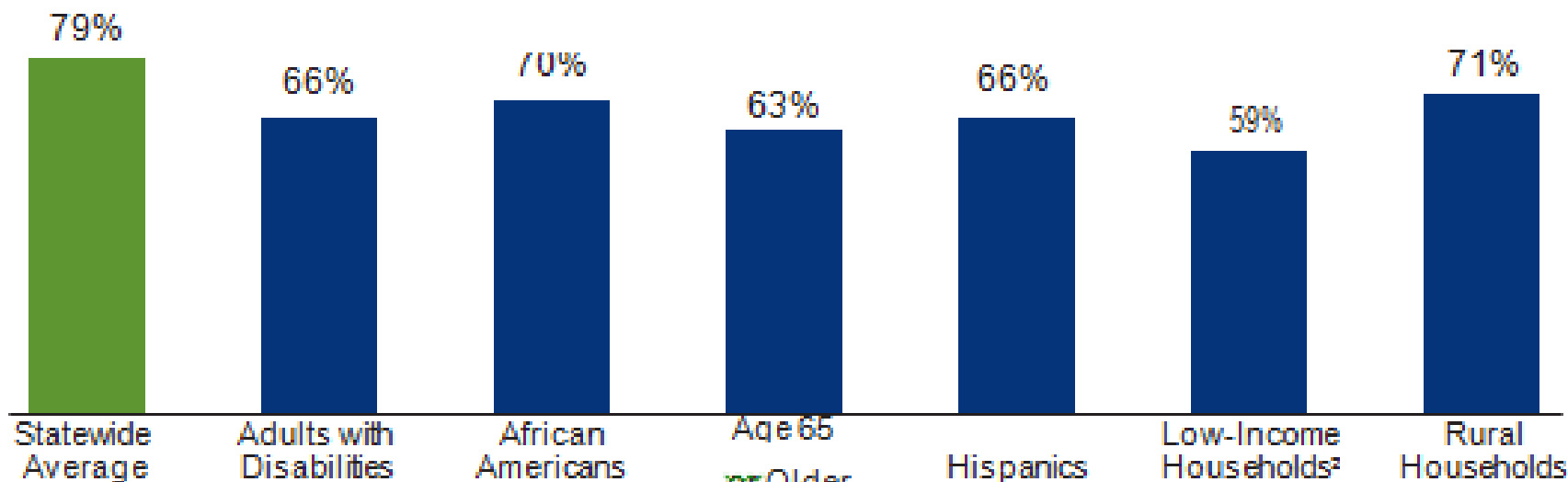




## Trends in Home Broadband Adoption

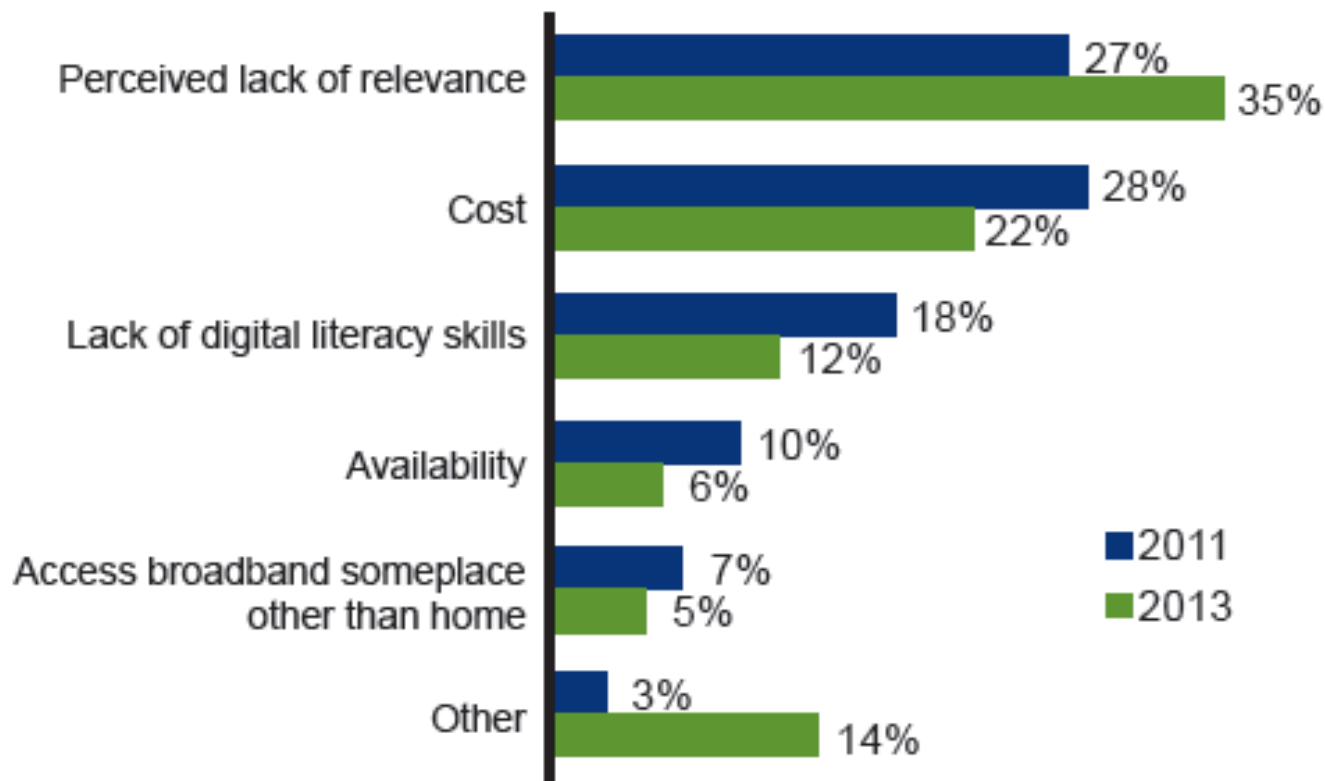


## 2013 Home Broadband Adoption Rates in Michigan



# *Connect Michigan Research* *Barriers to Residential Adoption*

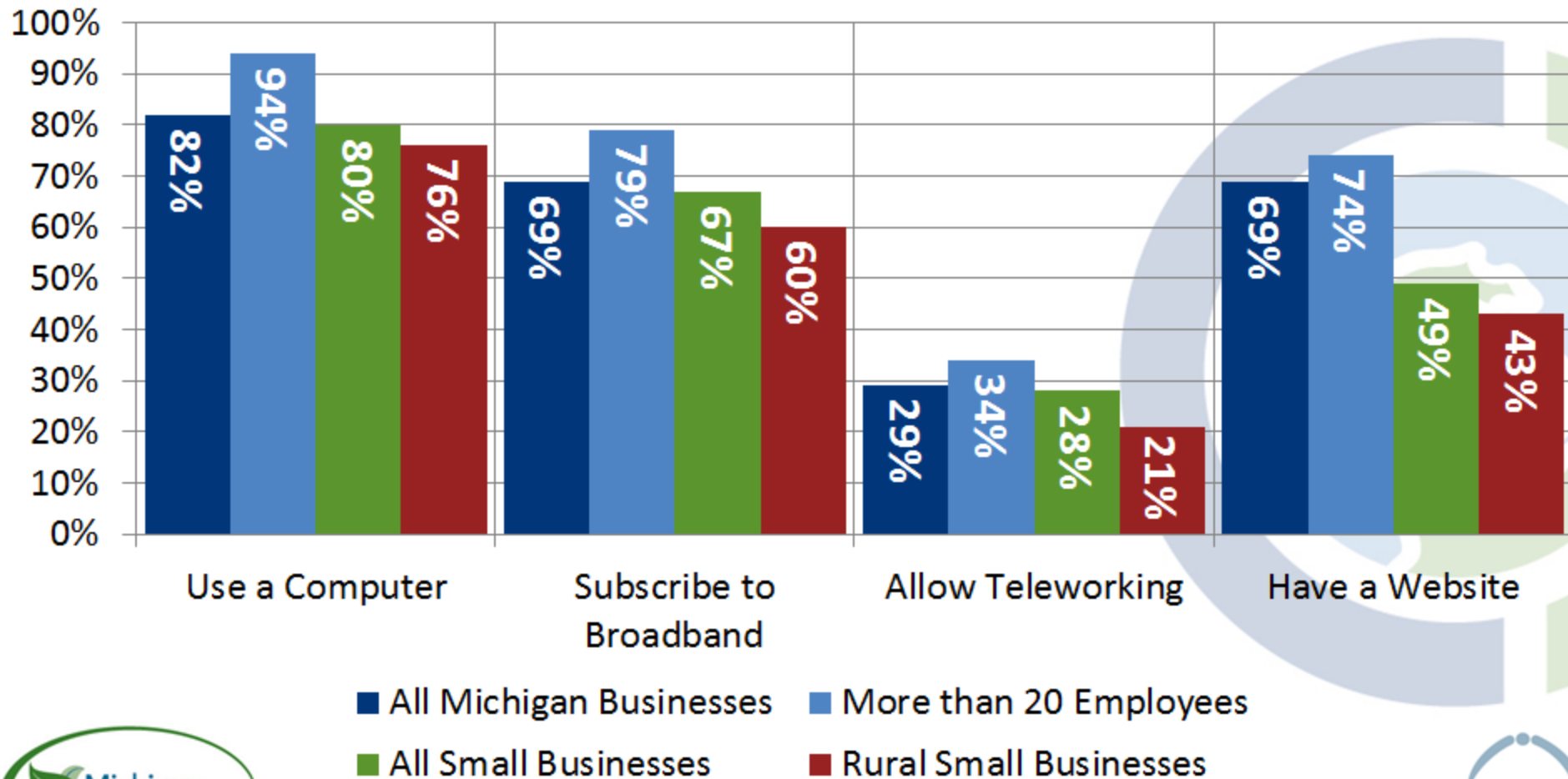
## **Main Barriers to Broadband Adoption in Michigan (Among Those Who Do Not Subscribe)**



# *Small Business in Michigan*

## *Broadband Adoption Statistics*

### Michigan Business' Technology Adoption





# Community Broadband Assessment

## - Assessment Areas

### Access

Broadband Availability

Broadband Speeds

Broadband Competition

Access to Middle Mile

Mobile Broadband Availability

### Adoption

Digital Literacy

Public Computer Centers

Broadband Awareness

Vulnerable Population Focus

### Use

#### Economic Opportunity

Economic & Business Development

Tourism

Agriculture

#### Education

K-12 Education

Higher Education

Libraries

#### Healthcare

Hospitals & Pharmacies

Health Departments

Nursing Homes & Assisted Care

#### Government

Government

Public Safety

Energy & Environment





# *Community Broadband Assessment - Scoring and Certification*

- Information gathered through the Broadband Assessment process is “scored” according to established criteria that reflects best practices for broadband preparedness in other communities
- Each section (Access, Adoption, Use) has a maximum of 40 points
- Certification as a “Certified Connected Community” requires a minimum of 100 points total, with at least 32 points in each section
- Appropriate action plans and results will help improve initial scores
- Successful certification is recognized with unique credentials to be used for community promotion and economic development



# Broadband Assessment Scorecard

## - Berrien County

### Berrien County Community Technology Scorecard

**Community Champion:**

**Community Advisor: Dan Manning**

FOCUS AREA	ASSESSMENT CRITERIA	DESCRIPTION	COMMUNITY SCORE	MAXIMUM POSSIBLE SCORE
ACCESS	Broadband Availability	98% to 100% of households have access to 3 Mbps	10	10
	Broadband Speeds	75% of households with access to at least 50 Mbps	5	5
	Broadband Competition	95.0% to 100% of households with access to more than 1 broadband provider	5	5
	Middle Mile Access	Availability of middle mile fiber infrastructure from more than 1 provider	10	10
	Mobile Broadband Availability	99.0% to 100.0% of households with access to mobile wireless	10	10
	Total Access Score		40	40
ADOPTION	Digital Literacy	Program grads are greater than 4 per 1000 residents over the past year	6	10
	Public Computer Centers	250 computer hours per 1000 low income residents per week	4	10
	Broadband Awareness	Campaigns reach 60% of the community	6	10
	Vulnerable Population Focus	At least 5 groups	10	10
	Total Adoption Score		26	40
USE	Economic Opportunity	2 advanced, 4 basic uses	8	10
	Education	3 advanced, 2 basic uses	8	10
	Government	2 advanced, 3 basic uses	7	10
	Healthcare	1 advanced, 3 basic uses	5	10
	Total Use Score		28	40
Community Assessment Score			94	120

# Broadband Assessment Scorecard

## - Cass County

### Cass County Community Technology Scorecard

**Community Champion:**

**Community Advisor: Dan Manning**

FOCUS AREA	ASSESSMENT CRITERIA	DESCRIPTION	COMMUNITY SCORE	MAXIMUM POSSIBLE SCORE
ACCESS	Broadband Availability	95% to 97.9% of households have access to 3 Mbps	8	10
	Broadband Speeds	75% of households with access to at least 50 Mbps	5	5
	Broadband Competition	80.0% to 89.9% of households with access to more than 1 broadband provider	3	5
	Middle Mile Access	Availability of middle mile fiber infrastructure from only 1 provider	6	10
	Mobile Broadband Availability	99.0% to 100.0% of households with access to mobile wireless	10	10
	Total Access Score		32	40
ADOPTION	Digital Literacy	Program grads are greater than 4 per 1000 residents over the past year	6	10
	Public Computer Centers	450 computer hours per 1000 low income residents per week	8	10
	Broadband Awareness	Campaigns reach 60% of the community	6	10
	Vulnerable Population Focus	3 groups	6	10
	Total Adoption Score		26	40
USE	Economic Opportunity	2 advanced, 4 basic uses	8	10
	Education	1 advanced, 7 basic uses	9	10
	Government	0 advanced, 5 basic uses	5	10
	Healthcare	1 advanced, 3 basic uses	5	10
	Total Use Score		27	40
Community Assessment Score			85	120

# Broadband Assessment Scorecard

## - Van Buren County

### Van Buren County Community Technology Scorecard

**Community Champion:**  
**Community Advisor: Dan Manning**

FOCUS AREA	ASSESSMENT CRITERIA	DESCRIPTION	COMMUNITY SCORE	MAXIMUM POSSIBLE SCORE
ACCESS	Broadband Availability	98% to 100% of households have access to 3 Mbps	10	10
	Broadband Speeds	75% of households with access to at least 3 Mbps	1	5
	Broadband Competition	80.0% to 89.9% of households with access to more than 1 broadband provider	3	5
	Middle Mile Access	Availability of middle mile fiber infrastructure from only 1 provider	6	10
	Mobile Broadband Availability	99.0% to 100.0% of households with access to mobile wireless	10	10
	Total Access Score		30	40
ADOPTION	Digital Literacy	Program grads are greater than 2 per 1000 residents over the past year	4	10
	Public Computer Centers	450 computer hours per 1000 low income residents per week	8	10
	Broadband Awareness	Campaigns reach 60% of the community	6	10
	Vulnerable Population Focus	At least 5 groups	10	10
	Total Adoption Score		28	40
USE	Economic Opportunity	2 advanced, 2 basic uses	6	10
	Education	5 advanced, 2 basic uses	10	10
	Government	2 advanced, 2 basic uses	6	10
	Healthcare	3 advanced, 1 basic uses	7	10
	Total Use Score		29	40
Community Assessment Score			87	120





# Community Broadband Assessment

## - Access Category

Assessment Measure	Berrien	Cass	Van Buren
Percent of households with access to at least 3 Mbps broadband service	98% to 100%	95% to 97.9%	95% to 97.9%
Highest speed tier available to 75% of households	100 Mbps	100 Mbps	3 Mbps (but 62.5% have access to 100 Mbps)
Percent of households with access to more than one provider	98.2%	86.4%	88.4%
Availability of middle mile access to the community	Fiber middle mile from more than one provider	Access to at least 50 Mbps non-fiber	Fiber middle mile from one provider
Percent of households with access to mobile broadband service	99% to 100%	99% to 100%	99% to 100%



# ***SWM Broadband Assessment Findings***

## ***Berrien, Cass and Van Buren Counties***

- Adoption and Use categories – specific questions
- Current results from recent data collection efforts
- Data sourced from regional broadband survey of organizations and additional regional intelligence

### **We need your help!**

- What additional county/regional information should we be considering?
- Use Assessment cards to submit your input



# Berrien County Assessment

## Digital Literacy Programs

Which organizations are providing digital literacy training in the community? For each organization, include a description of the program and number of graduates over the last year.

Organization Name	Program Description	# of Grads
Niles District Library	AWE Early Literacy program	
Niles District Library	BookFlix Preschool program	
Niles District Library	Michigan Works! registration service	
Niles District Library	Basic Computing class	
Niles District Library	Introduction to the Internet	
Niles District Library	Facebook 101	
Niles District Library	Introduction to Mint - personal finances	
Niles District Library	Digital Photography (I and II)	
Niles District Library	Microsoft Office applications (Word, Powerpoint, Excel, Publisher)	
New Buffalo Township Library	AWE Early Literacy program	
Bridgman Public Library	Computer assistance workshops	
Lincoln Township Library	Microsoft Office applications (Word, Excel)	
Lincoln Township Library	Google Sites classes	
Buchanan District Library	eReader Training classes	
Buchanan District Library	Tech Questions workshops	



# ***Berrien County Assessment Public Computing Centers***

Which organizations are providing public computer access in the community? For each organization, include the organization name, hours of operation, and number of computers.

Organization Name	Number of open hours per week.	# of Computers
Benton Harbor Public Library	48.5	19
Niles District Library	60	22
Bridgman Public Library	53	10
Lincoln Charter Township Library	58	22
Eau Claire District Library	48	12
Opportunity Center	42.5	15
Maude Preston Public Library	52	8
Buchanan District Library	39	13
New Troy Library	47	30
Galien Township Public Library	40.5	6



# ***Berrien County Assessment Broadband Awareness Campaigns Support for Vulnerable Populations***

Which organizations are promoting broadband in the community? For each organization, include the organization name, description of campaign, and approximation of community reach as a percentage.

Organization Name	Description of Campaign	Community Reach (%)
Benton Harbor Public Library	Library newsletter	60%

Which organizations are offering programs that focus on vulnerable populations? For each organization, include the organization name, description of the program, and vulnerable population reached.

Organization Name	Description of Campaign	Vulnerable Group
Kinexus	Bridge Academy (project-based learning and promotion program)	Disadvantaged Youth
Kinexus	Jobs for America's Graduates (JAG) - skill building program	Low-income, disadvantaged youth
Michigan Works!	Job placement and skill building programs	Low-income, disabled, minorities
Heartland Alliance	Opportunity Center (skill building, job placement, increase literacy rates)	Low-income, minorities, unemployed
Heartland Alliance	Anti-poverty programs	Homeless, unemployed, low-income, disabled





# ***Berrien County Assessment Broadband Use – Economic Opportunity***

For each use of broadband in the economic opportunity area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
advanced	<a href="http://www.swmichigan.org">www.swmichigan.org</a>	Southwest Michigan Tourist Council		
basic	<a href="http://www.bentonharborcity.com">www.bentonharborcity.com</a>	Benton Harbor information and services		
advanced	<a href="http://www.harborcountry.org">www.harborcountry.org</a>	Chamber of Commerce site		
basic	<a href="http://www.southwesternalliance.org">www.southwesternalliance.org</a>	Business development resources		
basic	<a href="http://www.cstonealliance.org">www.cstonealliance.org</a>	Economic development information		
basic	<a href="http://www.buyitonmainstreet.com">www.buyitonmainstreet.com</a>	Local business advertising site		



# ***Berrien County Assessment Broadband Use - Education***

For each use of broadband in the education area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

<b>Basic or Advanced</b>	<b>Specific Use</b>	<b>Description</b>	<b>Contact</b>	<b>Contact Email</b>
advanced	Online library catalog	Benton Harbor Public Library	Frederick Kirby	bentonharborlibrary@yahoo.com
basic	Broadband-connected libraries	Local libraries all with broadband connections		
basic	Broadband-connected schools	All public schools are broadband connected	Kevin Clark (RESA)	kevin.clark@berrienresa.org
advanced	Illuninate and PowerSchool	Student information systems	Kevin Clark (RESA)	kevin.clark@berrienresa.org
advanced	Discovery Education	Online courses for K-12 students	Kevin Clark (RESA)	kevin.clark@berrienresa.org



# ***Berrien County Assessment Broadband Use - Government***

For each use of broadband in the government area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

<b>Basic or Advanced</b>	<b>Specific Use</b>	<b>Description</b>	<b>Contact</b>	<b>Contact Email</b>
advanced	<a href="http://www.berriencounty.org">www.berriencounty.org</a>	Berrien County Government site	Ken Hoffman	<a href="mailto:khoffman@berriencounty.org">khoffman@berriencounty.org</a>
basic	Township/village/city websites	Local municipal government information	Multiple	
advanced	<a href="http://www.sjcity.com">www.sjcity.com</a>	St. Joseph - city information and services	Susan Solon	<a href="mailto:ssolon@sjcity.com">ssolon@sjcity.com</a>
basic	<a href="http://www.bentonharborcity.com">www.bentonharborcity.com</a>	Benton Harbor information and services	269-927-8400	
basic	<a href="http://www.swmpc.org">www.swmpc.org</a>	Southwest Michigan Planning Commission - information and services	John Egelhaaf	<a href="mailto:jegelhaaf@swmpc.org">jegelhaaf@swmpc.org</a>



# ***Berrien County Assessment Broadband Use - Healthcare***

For each use of broadband in the healthcare area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

<b>Basic or Advanced</b>	<b>Specific Use</b>	<b>Description</b>	<b>Contact</b>	<b>Contact Email</b>
basic	<a href="http://www.lakelandhealth.org">www.lakelandhealth.org</a>	Lakeland Healthcare website - information and services	800-968-0115	
advanced	<a href="http://mychart.lakelandregional.org/mychartprd">mychart.lakelandregional.org/mychartprd</a>	Lakeland MyChart - Online medical records	269-982-9300	
basic	<a href="http://lakeland.onlinepaymentcenter.net">lakeland.onlinepaymentcenter.net</a>	Online bill payment - Lakeland Healthcare	866-814-7275	
basic	<a href="http://www.bchdmi.org">www.bchdmi.org</a>	Berrien County Health Department website - information and services		<a href="mailto:bchd@bchdmi.org">bchd@bchdmi.org</a>



# Cass County Assessment

## Digital Literacy Programs

### Public Computing Centers

Which organizations are providing digital literacy training in the community? For each organization, include a description of the program and number of graduates over the last year.

Organization Name	Program Description	# of Grads
Cass County Council on Aging	SeniorNet: Computer Assistance Workshops	50
Lincoln Charter Township Library	Computer and internet classes	50

Which organizations are providing public computer access in the community? For each organization, include the organization name, hours of operation, and number of computers.

Organization Name	Number of open hours per week.	# of Computers
Cass County District Library - main	59	16
Edwardsburg Library	59	8
Howard Library	36	9
Mason/Union Library	36	9
Dowagiac District Library	53.5	12
Marcellus Township Library	47	6
Council on Aging - Cassopolis	58	4
Council on Aging - Dowagiac	50	4
Pokegon Band Library - Dowagiac	40	6





# *Cass County Assessment*

## *Broadband Awareness Campaigns*

### *Support for Vulnerable Populations*

Which organizations are promoting broadband in the community? For each organization, include the organization name, description of campaign, and approximation of community reach as a percentage.

Organization Name	Description of Campaign	Community Reach (%)
Cass County District Library	Library newsletter	60%
Cass County Council on Aging	Computer awareness/training for seniors	40%

Which organizations are offering programs that focus on vulnerable populations? For each organization, include the organization name, description of the program, and vulnerable population reached.

Organization Name	Description of Campaign	Vulnerable Group
Cass County Council on Aging	SeniorNet Computer Learning Center: Awareness and training on computers	Seniors
Pokagon Band Library	GED workshops, computer training	Native Americans
Cass County District Library	Learn4Life online education	Low-income, unemployed



# Cass County Assessment

## Broadband Use – Economic Opportunity

For each use of broadband in the economic opportunity area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
basic	<a href="http://www.cityofdowagiac.com">www.cityofdowagiac.com</a>	Dowagiac Chamber of Commerce/ED website		
basic	<a href="http://www.edwardsburgchamber.org">www.edwardsburgchamber.org</a>	Edwardsburg Chamber of Commerce website		
basic	<a href="http://casscountymi.org/EconomicDevelopment.aspx">http://casscountymi.org/EconomicDevelopment.aspx</a>	Cass County Economic Development website		
basic	<a href="http://www.marcellusmichigan.org">www.marcellusmichigan.org</a>	Village of Marcellus website		
advanced	<a href="http://www.southwestmichiganfirst.com">http://www.southwestmichiganfirst.com</a>	Southwest Michigan First - regional ED info and services		
advanced	<a href="http://www.swmichigan.org">www.swmichigan.org</a>	Southwest Michigan Tourist Council		



# Cass County Assessment Broadband Use - Education

For each use of broadband in the education area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
basic	K-12 Broadband connectivity	All schools connected to the internet via broadband	Candy Cooper	ccooper@lewiscassisd.org
basic	Library broadband connectivity	All libraries connected to the internet via broadband		
advanced	MiCase (Michigan Collaborative Administrative Solutions for Education)	Online student information and administration system	Candy Cooper	ccooper@lewiscassisd.org
basic	<a href="http://www.lewiscassisd.org">http://www.lewiscassisd.org</a>	Lewis Cass ISD website	Candy Cooper	ccooper@lewiscassisd.org
basic	<a href="http://cassopolis.k12.mi.us/">http://cassopolis.k12.mi.us/</a>	Cassopolis Schools website		
basic	<a href="http://www.dowagiacschools.org">http://www.dowagiacschools.org</a>	Dowagiac Union Schools website		
basic	<a href="http://www.edwardsburgpublicschools.org">http://www.edwardsburgpublicschools.org</a>	Edwardsburg Public Schools website		
basic	<a href="http://www.marcelluscs.org">http://www.marcelluscs.org</a>	Marcellus Community Schools website		



# *Cass County Assessment Broadband Use - Government*

For each use of broadband in the government area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
basic	<a href="http://www.casscountymi.org">www.casscountymi.org</a>	Cass County government website		
basic	Qualified Voter File (QVF)	Online Voter Registration		
basic	Online Property Search	Ability to search county property records online		
basic	Local municipality websites	Township and village websites exist and provide information and services		
basic	Online access to government information	Tax info, ordinances, meeting minutes, etc.		



# *Cass County Assessment Broadband Use - Healthcare*

For each use of broadband in the healthcare area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
basic	<a href="http://www.borgess.com/default.aspx?pld=83#.Up-C7elx6Lx">http://www.borgess.com/default.aspx?pld=83#.Up-C7elx6Lx</a>	Borgess Lee Memorial Hospital website		
advanced	MyBorgessHealth	Online access to personal medical records, prescription renewals, bill payment, etc.		
basic	Online Physician Search	Find a physician by speciality, location, etc.		
basic	<a href="http://www.ccmcf.org">www.ccmcf.org</a>	Cass County Medical Care (Cassopolis) website		





# *Van Buren County Assessment Digital Literacy Programs*

Which organizations are providing digital literacy training in the community? For each organization, include a description of the program and number of graduates over the last year.

Organization Name	Program Description	# of Grads
South Haven Senior Center	Computer classes	50
Van Buren District Libraries	Internet Users Group sessions	100



# *Van Buren County Assessment Public Computing Centers*

Which organizations are providing public computer access in the community? For each organization, include the organization name, hours of operation, and number of computers.

Organization Name	Number of open hours per week.	# of Computers
Paw Paw District Library	60	16
Van Buren County Community Center	32.5	2
South Haven Memorial Library	54	16
Antwerp Sunshine Library	47	9
Bloomington Library	36	3
Covert Library	38	9
Bangor Library	38	7
Gobles Library	37	3
Lawrence Library	39	6
Webster Memorial Library	54	10
Hartford Public Library	43	13
Lawton Public Library	31	8
South Haven Area Senior Services	35	8
Register of Deeds	42.5	6



# *Van Buren County Assessment*

## *Broadband Awareness Campaigns*

### *Support for Vulnerable Populations*

Which organizations are promoting broadband in the community? For each organization, include the organization name, description of campaign, and approximation of community reach as a percentage.

Organization Name	Description of Campaign	Community Reach (%)
Van Buren District Libraries	Library newsletters encourage technology use	60%

Which organizations are offering programs that focus on vulnerable populations? For each organization, include the organization name, description of the program, and vulnerable population reached.

Organization Name	Description of Campaign	Vulnerable Group
Van Buren Senior Services	Computer classes/workshops for seniors	Seniors
Van Buren Technology Center	Formal technology education for high school students	Students/Youth
Van Buren Distict Libraries	Computer access and assistance	Low-income, unemployed, minorities
Special Education	SXI (Severely Multiply Impaired) program	Medically homebound students



# *Van Buren County Assessment Broadband Use – Economic Opportunity*

For each use of broadband in the economic opportunity area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
advanced	<a href="http://www.uncorkpawpaw.com">www.uncorkpawpaw.com</a>	Paw Paw area Chamber and DDA website	Mary Springer	<a href="mailto:ppccdda@btc-bci.com">ppccdda@btc-bci.com</a>
basic	<a href="http://msue.anr.msu.edu/county/info/van_buren/P10">http://msue.anr.msu.edu/county/info/van_buren/P10</a>	County agricultural information online	Melissa Franklin	<a href="mailto:msue.vanburen@county.msu.edu">msue.vanburen@county.msu.edu</a>
basic	<a href="http://www.southhaven.org">www.southhaven.org</a>	Visitor and Convention Bureau website		
advanced	<a href="http://www.swmichigan.org/">http://www.swmichigan.org/</a>	Southwest Michigan Tourist Council		



# Van Buren County Assessment

## Broadband Use - Education

For each use of broadband in the education area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
advanced	Online library catalog	Van Buren District Library		
basic	Broadband-connected libraries	Local libraries all with broadband connections		
basic	Broadband-connected schools	All public schools are broadband connected		
advanced	Van Buren Technology Center - <a href="http://www.vbisd.org/Page/286">http://www.vbisd.org/Page/286</a>	Technology-focused education for high school students	Scott Starkweather	
advanced	Tienet	Online student management system for teachers		
advanced	Distance Learning Lab - Van Buren Technology Center	Distance learning and video conferencing center		
advanced	PowerSchool web application	Parent access to student grades and attendance	Technology Center	





# *Van Buren County Assessment Broadband Use - Government*

For each use of broadband in the government area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
advanced	www.vbco.org	Van Buren County Government services website		
basic	Municipality websites	Local municipal government informa#on	Multiple	
basic	www.vanburencd.org	Van Buren Conservation District website promoting conservation best practices and services	AJ Brucks	alison.brucks@mi.nacdnet.net
advanced	Live feed - Van Buren County Fire and Police	Live feed of public safety communications		



# *Van Buren County Assessment Broadband Use - Healthcare*

For each use of broadband in the healthcare area, specify the use, whether it's a basic or advanced use, and the description of the use. Points will automatically be added based on the type of use. No more than 10 points will be available in the category.

Basic or Advanced	Specific Use	Description	Contact	Contact Email
advanced	<a href="https://www.bronsonhealth.com/locations/bronson-lakeview-hospital">https://www.bronsonhealth.com/locations/bronson-lakeview-hospital</a>	Bronson Lakeview Hospital - online information and services		bronsonwebmaster@bronsonhg.org
advanced	MyChart - mychart.bronsonhealth.com and mychart.sh-hs.org	Online medical records		
basic	Doctor directory and search	Ability to search and find doctors by location, specialty, etc.		
advanced	<a href="http://www.sh-hs.org">www.sh-hs.org</a>	South Haven Health System information and services		



# Community Broadband Assessment

## - Assessment Areas

### Access

Broadband Availability

Broadband Speeds

Broadband Competition

Access to Middle Mile

Mobile Broadband Availability

### Adoption

Digital Literacy

Public Computer Centers

Broadband Awareness

Vulnerable Population Focus

### Use

#### Economic Opportunity

Economic & Business Development

Tourism

Agriculture

#### Education

K-12 Education

Higher Education

Libraries

#### Healthcare

Hospitals & Pharmacies

Health Departments

Nursing Homes & Assisted Care

#### Government

Government

Public Safety

Energy & Environment



# *Action Plan Recommendations*

- Suggested actions from Connect Michigan
- Based on results of SWM's Broadband Assessment
- Need to prioritize and select a realistic set of actions to help improve broadband in the Region

## **We need your help!**

- What additional broadband-related actions or projects should we be considering in our plan?
- Use Action Plan cards to submit your input



# ***Recommended Actions***

## ***Connect Michigan/Connected Nation***

### **Southwest Michigan Region-wide Recommendations**

- Engage more directly and enhance relationships with area broadband providers to help address local needs for increased availability and speed
- Consider conducting more localized residential surveys to obtain a more accurate view of existing broadband coverage gaps
- Provide additional Digital Literacy programs (computer/internet education) through local libraries and other organizations
- Increase overall public awareness of the VALUE of broadband and why it is important to personal and business productivity and success
- Expand and improve local websites and broadband applications to offer more information and services online



# *Recommended Actions*

## *Connect Michigan/Connected Nation*

### **Berrien County Recommendations**

- Increase the number of publicly-available internet-connected computers and wifi hotspots via Public Computing Centers
- Expand and improve local websites and broadband applications to offer more information and services online, especially in the areas of Government, Education, and Healthcare





# *Recommended Actions*

## *Connect Michigan/Connected Nation*

### **Cass County Recommendations**

- Solicit additional broadband providers to offer or expand service in the county to increase availability and offer more choice to residents
- Increase the focus and number of programs focused on broadband support for Vulnerable Populations
- Expand and improve local websites and broadband applications to offer more information and services online, especially in the areas of Government and Healthcare



# ***Recommended Actions***

## ***Connect Michigan/Connected Nation***

### **Van Buren County Recommendations**

- Work with current broadband providers to increase the speed and bandwidth of the existing infrastructure to support current and future needs of residents
- Solicit additional broadband providers to offer or expand service in the county to increase availability and offer more choice to residents
- Expand and improve local websites and broadband applications to offer more information and services online, especially in the areas of Economic Opportunity and Government



# ***Additional Actions to Consider Connect Michigan/Connected Nation***

## **ACCESS**

- Perform an Analysis of Local Policies and Ordinances
- Identify, Map, and Validate Broadband Demand
- Develop Public-Private Partnerships to Deploy Broadband Service
- Develop & Issue a RFP for Build-out
- Complete a Vertical Assets Inventory

## **ADOPTION**

- Distribute Digital Literacy Content
- Develop a Technology Mentorship Program
- Establish a "Community Technology Academy"
- Facilitate a Technology Summit
- Implement a Community-Based Technology Awareness Program



# *Additional Actions to Consider Connect Michigan/Connected Nation*

## **USE**

- Online Identification of Broadband Services at Key Economic Sites
- Develop a Farmers' Network
- Create a Teleworker Support and Attraction Program
- Develop or Identify a Broadband Training and Awareness Program for Small and Medium Businesses
- Host Website and Social Media Classes for Local Businesses
- Create Local Jobs Via Teleworking Opportunities
- Improve Education through Digital Learning
- Connect all Classrooms to the Internet
- Improve Public Safety Communications
- Improve the Online Presence of Government
- Support Healthcare Providers Serving Rural Communities
- Pursue Next Gen 911 Upgrades
- Improve Online Business Services Offered by the Government
- Promote Telemedicine in Rural Areas



# ***SWM Regional Broadband Initiative***

## ***Next Steps***

- ✓ Incorporate additional input into the current Broadband Assessment and Action Plan
- ✓ Update Assessment scoring and recommendations
- ✓ Prepare final report of Southwest Michigan Region's Broadband Assessment and Action Plan
- ✓ Establish ongoing Broadband Planning Committee to promote and manage broadband-related actions
- ✓ Announce and publicize



## ***Connect Michigan Additional Resources***

[www.connectmi.org](http://www.connectmi.org)

- Interactive map of broadband service
- Report need for broadband service
- Test your current broadband speed
- County-level maps
- Residential and Business research
- Press releases, news and blog posts
- New Community Assessment Portal



[www.facebook.com/ConnectMichigan](https://www.facebook.com/ConnectMichigan)

[www.connectmi.org/data-request](http://www.connectmi.org/data-request)

To request public dataset for use in your own analysis

**Are You Connected?**  
(video)

<http://bit.ly/I9Z8ww>